

**Abstract of the Invention**

The bag insert of the present invention is an apparatus for aiding in the management of a waste collection bag during waste collection. In one embodiment, the bag insert is placed inside the waste collection bag and then expanded. Once expanded, the bag insert maintains the bag in an upright and open position. Further, the bag insert forms a hollow rectangular tube such that waste can be placed inside the bag by dropping the waste through the open top of the bag insert. The waste collection bag may be placed inside the expanded bag insert, wherein the bag insert maintains the bag in an upright and substantially open position. After waste collection is complete, the bag insert is capable of being folded along several axes such that the size of the bag insert is reduced for storage.